

CITY OF GRESHAM

Task Force on Emergency Preparedness

Wednesday June 27, 2018 6:30 p.m.– 8:00 p.m.

Gresham City Hall, 1333 NW Eastman Pkwy,
Gresham, Oregon 97030

WELCOME, INTRODUCTIONS, AND AGENDA REVIEW

ADMINISTRATIVE MATTERS:

- **6/7/18 Meeting Minutes**
- **Public Testimony**

PRESENTATION OVERVIEW

- Best Practices:
 - ✓ Communication
 - ✓ Capacity Building

COMMUNICATION/OUTREACH

☐ Do1Thing Campaign:

- ✓ Individual Oriented
- ✓ Incorporates Video
- ✓ Scalable

COMMUNICATION/OUTREACH

☐ SF72:

- ✓ Community Oriented
- ✓ Leverages Social Media
- ✓ Storytelling

CAPACITY BUILDING

❑ CERT/NET (Portland):

- ✓ Formal Training Courses
- ✓ Official Application/Background Process Required to Join a Team
- ✓ Deployable Resource

CAPACITY BUILDING

☐ SNAP – Seattle Neighborhoods Actively Prepare:

- ✓ Flexible to meet needs of neighborhoods
- ✓ Staff available to facilitate
- ✓ Connects Programs

CAPACITY BUILDING

☐ Neighborhood Ready:

- ✓ Leverages interest in crime prevention to build disaster resilience
- ✓ Encourages using Nextdoor as an organizing tool
- ✓ City supports by providing neighborhood signs and materials for projects

TASK FORCE WORK SESSION

BEST PRACTICES:

Effective Messaging Data:

- ✓ Info overload/too much to process
- ✓ No long lists or to-do's
- ✓ 7 seconds to grab attention – those who want more can dive deeper
- ✓ Messages with images are more likely to be seen and information retained
- ✓ Make it personal – appeal to person/place/environment
- ✓ Story Telling
- ✓ Trusted Agents

Effective Capacity Building Data:

- ✓ Leverage existing efforts – comprehensive approaches
- ✓ City support “legitimizes” effort – helps relieve awkwardness
- ✓ Engage community leaders/social influencers
- ✓ Funding for projects
- ✓ Leadership is shared
- ✓ Flexible to meet needs of community
- ✓ Plan for sustained effort

GOOD OF THE ORDER

- ❑ Round Table
- ❑ Presentation by Office of Neighborhoods and Community Engagement(ONCE) – 7/11/18